What is claimed is:

1. A contact lens comprising:

a lens body having an optical region, an anterior surface and a posterior surface; and

an image component disposed on or within said lens body, said component being effective in producing a color shifting appearance.

2. The lens of claim 1 wherein the image component comprises a light diffractive component.

3. The lens of claim 1 wherein the image component comprises a multilayered interference film.

4. The lens of claim 1 wherein the image component comprises particles of a multilayered interference film.

5. The lens of claim 4 wherein the image component comprises particles having a size less than about one hundred micrometers.

6. The lens of claim 3 wherein the image component further comprises a medium and the particles are distributed throughout the medium.

7. The lens of claim 6 wherein the medium comprises a polymeric material.

8. The lens of claim 7 wherein the polymeric material comprises a co-polymer of HEMA (2-hydoxyethyl methacrylate) and GMA (glyceryl monomethacrylate).

9. The lens of claim 1 wherein the image component comprises a multilayered interference film that is substantially absent of any intrinsic color.

10. The lens of claim 1 wherein the image component comprises particles of a plurality of multilayered interference films, each of the films being effective in exhibiting a different light interference property.

11. The lens of claim 1 wherein the image component comprises particles of a multilayered interference film and particles of a reflective film.

12. The lens of claim 1 wherein the image component is provided as a layer located on the anterior surface of the lens body.

13. The lens of claim 1 wherein the image component is integrated into at least a portion of the lens body.

14. The lens of claim 1 wherein the image component is provided in a medium that is expelled from an ink jet printer.

15. The lens of claim 1 wherein the image component is effective in producing a rainbow colored spectral appearance.

16. The lens of claim 1, wherein the lens further comprises a phosphorescent pigment material.

17. A contact lens comprising:

a lens body having an optical region, an anterior surface and a posterior surface; and

an image component provided on or in the lens body to create a colored image, and structured to interfere with incident light to cause a color of the image to change when the lens is viewed from different angles.

18. The lens of claim 17, wherein the image component is provided in an annulus on a surface of the lens.

19. The lens of claim 17, wherein the image component is disposed between the anterior surface and the posterior surface of the lens to define an annulus having an opening around the optic zone of the lens.

20. The lens of claim 17, wherein the image component comprises a light diffracting component.

21. The lens of claim 17 wherein the image component comprises particles of a multilayered interference film.

22. The lens of claim 21 wherein the image component comprises particles having a size of less than about one hundred micrometers.

23. The lens of claim 17, wherein the image component comprises a layer of light-diffractive colorant

located on the anterior surface of the lens and an optically clear polymeric layer disposed over the layer of light-diffractive colorant.

24. The lens of claim 17, wherein the image component is structured to create a three-dimensional appearance of at least a portion of an eye.

25. The lens of claim 17, wherein the image component further comprises at least one non-diffractive colorant.

26. The lens of claim 25, wherein the non-diffractive colorant comprises a colored ink.

27. The lens of claim 17, wherein the image component comprises a plurality of ink pixels printed on the lens body.

28. The lens of claim 27, wherein a portion of the ink pixels are bleached.

29. The lens of claim 17, wherein the image component is provided in a pattern of an iris of an eye.

30. A method for making an ophthalmic lens, comprising:

printing a digital image on a substrate; and

transferring the image printed on the substrate to a surface of an optically clear ophthalmic lens.

31. The method of claim 30, wherein the printing step comprises printing an image on a substantially flat substrate.

32. The method of claim 30, wherein the image is printed with an ink jet printer.

33. The method of claim 30, wherein the transferring step comprises transferring the printed image onto a resilient pad and transferring the image on the resilient pad to the surface of the lens.

34. The method of claim 30, wherein the image comprises a light diffractive component effective in producing a color shifting appearance when the lens is placed on an eye.

35. The method of claim 30 further comprising adding a phosphorescent material to the lens to provide a phosphorescent signal when the lens is worn on an eye.